

Message Text

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FM AMEMBASSY MANILA

TO AMEMBASSY BANGKOK

AMCONSUL HONG KONG

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY SAIGON

AMEMBASSY SINGAPORE

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DEPARTMENT PASS USIA

E.O. 11652: N/A

SUBJ: COMMERCIAL NEWSLETTER PROGRAM

REF: A) KUALA LUMPUR A-118; B) HONG KONG 10339; C) BANGKOK 15549

1. EMBASSY KUALA LUMPUR'S SUGGESTION FOR A REGIONAL COMMERCIAL NEWSLETTER, PROMPTED BY RISING COSTS, FURNISHES AN OCCASION TO RE-EXAMINE THE UTILITY OF A NEWSLETTER IN THE LIGHT OF PRIORITIES AND ALLOCATION OF SCARCE RESOURCES. MOST NEWSLETTERS DO NOT REFLECT THE DESIGN QUALITY OR TECHNICAL CHARACTER WHICH WOULD COMMEND SUCH PUBLICATIONS AS APPROPRIATE VEHICLES FOR THE PROMOTION OF THE SUPERIORITY OF U.S. GOODS AND SERVICES. BECAUSE OF THE LACK OF RESOURCES, MANY NEWSLETTERS SIMPLY REPRINT COMMERCE-FURNISHED MATERIALS, AND THE LACK OF LOCAL AND FEATURE CONTENT IS APPARENT. FINALLY, THERE IS A QUESTION OF READER INTEREST, AND WE ARE CURIOUS ABOUT THE RESULTS OF THE MAIL INQUIRY BEING CONDUCTED BY EMBASSY BANGKOK.

2. WE DO NOT PUBLISH A COMMERCIAL NEWSLETTER IN MANILA.

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PAGE 02 MANILA 12847 291235Z

WE HAVE HAD GOOD RESULTS IN WORKING WITH BUSINESS DAY, THE

LOCAL EQUIVALENT OF THE WALL STREET JOURNAL, WHICH USES MATERIAL FURNISHED BY US. IN ADDITION, WE HAVE EXCELLENT COOPERATION FROM THE AMERICAN AND PHILIPPINE CHAMBERS, BOTH OF WHICH PUBLICIZE OUR RELEASES AND TRADE LEADS IN THEIR PUBLICATIONS. OF COURSE, WE MIGHT DO BETTER IF WE HAD OUR OWN INSTITUTIONAL MAGAZINE, BUT GIVEN OUR LIMITED RESOURCES WE HAVE PLACED A LOWER PRIORITY ON STARTING A NEWSLETTER.

3. ON THE OTHER HAND, USIA HAS AN EXCELLENT PRINTING PLANT IN MANILA WHICH IS DESIGNED TO SERVICE REGIONAL NEEDS. USIS/MANILA IS ALSO READY TO COOPERATE AND ASSIST IN LOOKING INTO THE FEASIBILITY OF PUBLISHING A REGIONAL COMMERCIAL NEWSLETTER. WE UNDERSTAND THAT SUCH NEWSLETTERS ARE PRINTED ON A REGIONAL BASIS BY USIA PRINTING CENTERS IN MEXICO CITY AND BEIRUT.

4. TO ASSIST US IN OUR INVESTIGATION, WE WOULD APPRECIATE THE FOLLOWING INFORMATION FROM EACH POST:

A. NUMBER OF COPIES DESIRED.

B. FREQUENCY OF PUBLICATION DESIRED.

C. CURRENT BUDGET FOR NEWSLETTER.

WE WILL BE ESPECIALLY INTERESTED IN HONG KONG'S STUDY AND COMMENTS.

5. FYI, ANY REGIONAL PRINTING AT MANILA WILL HAVE TO BE ON THE BASIS OF ONLY ONE LANGUAGE (ENGLISH) AND ONE STANDARD TEXT. THIS IS DICTATED PRIMARILY BY COSTS BUT ALSO BY TECHNICAL AND EDITORIAL CONSIDERATIONS.
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